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RYANAIR HOLDINGS PLC  
Form 6-K  
July 08, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

For the month of July 2004

RYANAIR HOLDINGS PLC  
(Translation of registrant's name into English)

c/o Ryanair Ltd Corporate Head Office  
Dublin Airport  
County Dublin Ireland  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F..X.. Form 40-F.....

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes ..... No ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_

RYANAIR LAUNCHES CRAZY WINTER SALE  
1 MIILLION SEATS AT99p THAT WON'T MELT YOUR WALLET!

Ryanair, Europe's No. 1 low fares airline, today (Thursday, 8th July 2004) launched its new Winter Seat Sale with 1 Million seats availableat a cool 99p! (excluding taxes and charges)

Announcing the new Winter Seat Sale in London today, Ryanair's Chief Executive, Michael O'Leary said:

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"Ho ho ho...It's snow-time! - and while it may be hot in the city, Ryanair is announcing over 1 M seats at an incredible 99p! Our winter schedule offers 149 routes across 16 European countries. So if it's a cool winter break you're looking for, no need to wait for Easyjet's high fares and crap punctuality. While Easyjet hibernate this winter, millions of Ryanair passengers will be enjoying Europe's lowest fares, best punctuality and customer service.

"It's snow joke, Ryanair's crazy winter fares are available at [www.ryanair.com](http://www.ryanair.com) and demand will be huge - so get your skates on and have something cool to look forward to this winter".

|  |   |
|--|---|
| Booking period:                                      | Friday, 9th July - midnight Thursday, 15th July 2004.                 |
| Travel period:                                       | 7th September 2004 - 31st January 2005                                |
| Advance booking:                                     | 14 days - unless otherwise stated                                     |
| Applicable days:                                     | 12.00 Mondays - 12.00 Thursdays                                       |
| Subject to availability, terms and conditions        | see <a href="http://www.ryanair.com">www.ryanair.com</a> for details. |
| Ends.  | Thursday, 8th July 2004   |
| Paul Fitzsimmons - Ryanair<br>Tel: 00 353 1 812 1228 | Pauline McAlester - Murray Consultants<br>Tel: 00 353 1 4980 300      |

### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

RYANAIR HOLDINGS PLC

Date: 08 July 2004

By:\_\_\_/s/ Howard Millar\_\_\_

H Millar  
Company Secretary & Finance Director